



IFIA JAPAN 2004

9th International Food Ingredients & Additives Exhibition

What: Ninth presentation of Asia's largest food and ingredients and additives event and the first annual health foods expo

When: May 26-28, 2004

Where: Tokyo, Japan International Exhibition Center

The Market: Japanese consumers are increasingly interested in eating a well-balanced and healthy diet, and they are looking for specific characteristics in nutritional foods. In selecting health foods, consumers consider taste, packaging, and safety. American food, beverage, and food ingredient producers and processors should find incredible new market opportunities in Japan as they ride the current nutritional food boom.

Japan is America's largest overseas trading partner and ranks as the third largest market in the world for food additives and ingredients. Total sales to food manufacturers in Japan reached \$246 billion in 1999 with an annual import growth rate of 8 percent.

Prospects: antioxidants, acidulants, additives, cereal products, confectionary ingredients, dairy products, dietetic foods, egg products, emulsifiers, enzymes, fats & oils, fibers, food coloring, food safety equipment, foodtesting equipment, food supplements, frozen foods, fruits and vegetables, healthy foods and beverages, hydrocolloids, juices, lo-cal foods, laboratory equipment, malt extracts, nutraceuticals, organic products, preservatives, proteins, sanitation materials, seasonings, and spices.

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